

IN THE CLAIMS

1-75 (Cancelled)

76. (Currently amended) A method according to claim 15675, wherein said modification comprises modifying a display layout.

77. (Currently amended) A method according to claim 15675, wherein said modification comprises modifying a level of detail shown.

78. (Currently amended) A method according to claim 15675, wherein said modification comprises selecting data to be displayed.

79-113. (Cancelled)

114. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises one or more display colors.

115. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises an image quality.

116. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises a size, amount or density of displayed text.

117. (Currently amended) A method according to claim 136, wherein ~~selecting~~determining the display format responsive to the user profile comprises modifying a display format of a browser of the client.

118-135. (Cancelled)

136. (New) A method of a user interacting with an Internet site, comprising:
managing user profile records for a plurality of users;
transmitting to the site, by each of the plurality of the users, a request for an Internet page;
providing, responsive to each of the requests, information content of the Internet page; and
responding to each of the requests, with a page presentation of the provided information content in a display format selected responsive to the user profile record of the user transmitting the request,
wherein at least some of the responses to the requests differ at least in their display formats.
137. (New) A method according to claim 136, wherein managing the user profile records comprises tracking interactions of the user with an Internet and analyzing the tracked interactions to determine at least a part of the user profile.
138. (New) A method according to claim 137, wherein said tracking comprises tracking at computers at which the users accesses the Internet.
139. (New) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users.
140. (New) A method according to claim 139, wherein said tracking computer is physically remote from the site.
141. (New) A method according to claim 136, wherein providing the information content comprises providing the same information content for a plurality of the users.
142. (New) A method according to claim 136, wherein providing the information content comprises providing different information content including different search results, for a plurality of the users.

143. (New) A method according to claim 136, wherein providing the information content of the Internet page comprises providing the information content of the Internet page without relation to the user profile of the user transmitting the request.

144. (New) A method according to claim 136, wherein the selected display format includes at least one non-information-content attribute selected responsive to the user profile.

145. (New) A method according to claim 136, wherein transmitting the request comprises transmitting along with a user profile record.

146. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their level of detail.

147. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a percentage of image data that they include for one or more of their images.

148. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their colors.

149. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their spatial layout.

150. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a size, amount or density of displayed text.

151. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a number or percentage of non-textual objects.

152. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in the type of words they use.

153. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a ratio between images and text in the page.

154 (New) A method according to claim 136, wherein responding to the requests comprises responding by the site, which selects the display format.

155 (New) A method according to claim 136, wherein responding to the requests comprises providing the information content by the site, and selecting the display format at least partially by a persona server, separate from the site, which provides the presentations to the users.

156. (New) A method of interacting with an Internet site, comprising:
generating user profile records for a plurality of users;
transmitting to the site, by each of the plurality of the users, a request for an Internet page;
determining for each of the user profile records a suitable modification of at least one characteristic of the Internet page to match the user profile record; and
responding, by the site, to each of the plurality of users with a page presentation of the page modified according to the determined modification, without adding data content to the page,
wherein the page presentations provided to the plurality of users are different.

157. (New) A method according to claim 156, wherein the user profile comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.